

MEASURING RESULTS WORKSHEET

1. Generating Leads

Total Show Investment ÷ Total Qualified Leads = Cost per lead
_____ ÷ _____ = _____

2. Orders Written

Total Show Investment ÷ Total Value of Orders Written = Investment per order
_____ ÷ _____ = _____

3. Investment in Live Presentations

Show Investment ÷ Total Attendees at Live Presentation = Investment per Attendee
_____ ÷ _____ = _____

4. Hospitality Investment

Investment in Hospitality ÷ Non-Exhibitor Attendance at Hospitality = Investment

6. Visual Reach

Count the total number of visitors who walk by the exhibit and look at it for 10 minutes every hour the show is open then multiply by 6 to get a measurement of the visual impact of the exhibit.

What About Surveying? What types work?

Post Show Audience Surveys – mail or telephone

Sales Conversion Surveys – sales volume from show leads

In-Booth Surveys – exit interviews to measure specific aspects of the exhibit

Pre/Post Show Surveys – measure changes in awareness, attitude, behaviour

Ask the Exhibiting Staff for Feedback

What was our primary objective at the show? Was it achieved?

Approximately how many attendees did you engage in conversation?

Did you use any pre-show promotion to invite targeted visitors to the exhibit?

Did you feel the exhibit was: __Understaffed ___Adequately Staffed ___Overstaffed

How many lead forms did you complete?

Did you feel the exhibit adequately represented the company to those that visited it?

Rate the effectiveness of our exhibit compared to competition? 5 4 3 2 1 (5 being best)

What competitors were exhibiting?

What suggestions do you have for future shows?

